

Rep Order# 9853251 Ver# 1 Status New  
EC'd No

Traffic Order#

Printed: 10/29/2012 8:13 AM  
Last Received: 10/28/2012 2:42 PM  
Showing Buylines: All Lines

1 of 2

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL  
Product OBAMA 60S  
Estimate# 2265  
Buyer Meredith Kaufman  
Phone#  
Fax#

Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 95/101/2265  
Flight Dates 10/30/2012 - 11/06/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER PLS CHECK AND CONF. T&R

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	TU-TH,M	430A-5A	GOOD MORNING CINCY @ 430A	:60	\$60.00	10/30-11/05	3 P4	1	3	\$180.00	
	2	TU-F,M	5A-530A	GOOD MORNING CINCY @ 5A	:60	\$1,000.00	10/30-11/05	1 P2	1	1	\$1,000.00	
	3	TU-F,M	530A-6A	GOOD MORNING CINCY @ 5A	:60	\$1,000.00	10/30-11/05	1	1	1	\$1,000.00	
	4	TU-F,M	7A-9A	THE EARLY SHOW	:60	\$900.00	10/30-11/05	1 P2	1	1	\$900.00	
	5	SA	6A-7A	12 NEWS SATURDAY	:60	\$1,000.00	11/03-11/03	1 P1	1	1	\$1,000.00	
	8	TU-F,M	9A-10A	THE DOCTORS	:60	\$700.00	10/30-11/05	2 P2	1	2	\$1,400.00	
	12	TU-F,M	4P-5P	NEWS AT 4	:60	\$3,200.00	10/30-11/05	1 P1	1	1	\$3,200.00	
	13	TU-F,M	530P-6P	NEWS	:60	\$3,600.00	10/30-11/05	1 P1	1	1	\$3,600.00	
	14	TU-F,M	630P-7P	NEWS	:60	\$7,000.00	10/30-11/05	2 P1	1	2	\$14,000.00	
	15	TU-F,M	7P-730P	INSIDE EDITION	:60	\$5,000.00	10/30-11/05	1 P1	1	1	\$5,000.00	
	16	TU-F,M	727P-8P	ENT. TONITE	:60	\$6,000.00	10/30-11/05	1 P1	1	1	\$6,000.00	

Rep Order# 9853251 Ver# 1 Status New  
EC'd No

Traffic Order#

Printed: 10/29/2012 8:13 AM  
Last Received: 10/28/2012 2:42 PM  
Showing Buylines: All Lines

2 of 2

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL  
Product OBAMA 60S  
Estimate# 2265  
Buyer Meredith Kaufman  
Phone#  
Fax#

Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 95/101/2265  
Flight Dates 10/30/2012 - 11/06/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	17	TU-M	11P-1135P	12 NEWS AT 11P	:60	\$10,000.00	10/30-11/05	1 P1	1	1	\$10,000.00	
	18	TU-F,M	1136P-1236A	DAVID LETTERMAN	:60	\$3,200.00	10/30-11/05	1 P1	1	1	\$3,200.00	
	19	TU-F,M	1236A-136A	LATE LATE SHOW	:60	\$900.00	10/30-11/05	1 P1	1	1	\$900.00	
	20	SA	1135P-1205A	TWO & A HALF MEN	:60	\$700.00	11/03-11/03	1 P3	1	1	\$700.00	

---REPORT TOTALS---

Report Totals: 19 / \$52,080.00

---SALES MONTHLY TOTALS---

Nov 12: 19 / \$52,080.00  
Sales Totals: 19 / \$52,080.00  
Station Totals: 19 / \$52,080.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$140,757	CABL	0%	EKRC	0%	UNKN	63%	WBQC	0%	WCPC	0%
		WKRC	37%	WLWT	0%	WSTR	0%	WXIX	0%		

Books null  
Demos RA35+

# ORDER

Orders	Order / Rev:	68917
	Alt Order #:	09853251
	Product Desc:	OBAMA 60S
	Estimate:	2265
	Flight Dates:	10/30/12 - 11/06/12
	Original Date / Rev:	10/29/12 / 10/29/12
	Order Type:	GENERAL

Agency	Name:	Greer Margolis Mitchell
	Buying Contact:	
	Billing Contact:	
		1010 Wisconsin Ave
		Washington, DC 20007

Advertiser	Obama/D/President
Name:	A35+
Demographic:	Presidential Elections
Product Codes:	P-1
Priority:	AGY, POL-CAND, GEN
Revenue Codes:	

Bill Plan				Totals					
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/29/12	11/05/12	19	\$52,080.00	\$44,268.00	November 2012	19	\$52,080.00	\$44,268.00	0.00
					Totals	19	\$52,080.00	\$44,268.00	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC				
			Start Of Order - End Of Order	100%

Order Share	Share	Total
Local 12 WKRC-TV	37%	\$52,080.00
Market	100%	\$140,756.76

Competitive Share	Share	Total
EKRC	0%	\$0.00
UNKWN	63%	\$88,676.76
WCPO	0%	\$0.00
WLWT	0%	\$0.00
WSTR	0%	\$0.00
WXIX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKRC	10/30/12	11/05/12	430-5a News	CM	4:30 XM-5:00 XM	MTWT---	1:00	3	\$60.00	P-4	0.00	NM	3	\$180.00
M-Th/Su 430a News															
GOOD MORNING CINCY @ 430A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week:	10/30/12	11/05/12	MTWT---	3	\$60.00	0.00								
E 2	WKRC	10/30/12	11/05/12	5a Good Morn Cincinnati	CM	5:00 AM-5:30 AM	MTWTF--	1:00	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
5a Good Morn Cincinnati															
GOOD MORNING CINCY @ 5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week:	10/30/12	11/05/12	MTWTF--	1	\$1,000.00	0.00								
E 3	WKRC	10/30/12	11/05/12	5a Good Morn Cincinnati	CM	5:30 AM-6:00 AM	MTWTF--	1:00	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
5a Good Morn Cincinnati															
GOOD MORNING CINCY @ 5A															

Order / Rev: 68917

Advertiser: Obama/D/President

Alt Order #: 09853251

Product Desc: OBAMA 60S

Local 12 WKRC-TV

Flight Dates: 10/30/12 - 11/06/12

Estimate: 2265

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WKRC	10/30/12	11/05/12	5a Good Morn Cincinnati 5a Good Morn Cincinnati	CM	5:30 AM-6:00 AM (5:30 AM-6:00 AM)	MTWTF--	1:00	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
GOOD MORNING CINCY @ 5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/30/12		11/05/12	11/05/12	MTWTF--	1	\$1,000.00	0.00								
E 4	WKRC	10/30/12	11/05/12	CBS This Morning CBS Morning News	CM	7:00 AM-9:00 AM	MTWTF--	1:00	1	\$900.00	P-2	0.00	NM	1	\$900.00
THE EARLY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/30/12		11/05/12	11/05/12	MTWTF--	1	\$900.00	0.00								
E 5	WKRC	11/03/12	11/03/12	6a-8a Local 12 News Sat 6a-8a Local 12 News Sat	CM	6:00 AM-7:00 AM (6:00 AM-7:00 AM)	-----S-	1:00	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
12 NEWS SATURDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/29/12		11/04/12	11/04/12	-----S-	1	\$1,000.00	0.00								
E 6	WKRC	10/30/12	11/05/12	M-F 9a-10a M-F 9a-10a	CM	9:00 AM-10:00 AM	MTWTF--	1:00	2	\$700.00	P-2	0.00	NM	2	\$1,400.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/30/12		11/05/12	11/05/12	MTWTF--	2	\$700.00	0.00								
E 7	WKRC	10/30/12	11/05/12	4p Local 12 News at Four 4p Local 12 News at Four	CM	4:00 PM-5:00 PM (4:00 PM-5:00 PM)	MTWTF--	1:00	1	\$3,200.00	P-1	0.00	NM	1	\$3,200.00
News at 4															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/30/12		11/05/12	11/05/12	MTWTF--	1	\$3,200.00	0.00								
E 8	WKRC	10/30/12	11/05/12	5p Local 12 News at Five 5p Local 12 News at Five	CM	5:30 PM-6:00 PM (5:30 PM-6:00 PM)	MTWTF--	1:00	1	\$3,600.00	P-1	0.00	NM	1	\$3,600.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/30/12		11/05/12	11/05/12	MTWTF--	1	\$3,600.00	0.00								
E 9	WKRC	10/30/12	11/05/12	CBS Evening News 630p CBS Evening News	CM	6:30 PM-7:00 PM	MTWTF--	1:00	2	\$7,000.00	P-1	0.00	NM	2	\$14,000.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/30/12		11/05/12	11/05/12	MTWTF--	2	\$7,000.00	0.00								
E 10	WKRC	10/30/12	11/05/12	M-F 7p-730p M-F 7p-730p	CM	7:00 PM-7:30 PM	MTWTF--	1:00	1	\$5,000.00	P-1	0.00	NM	1	\$5,000.00
INSIDE EDITION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/30/12		11/05/12	11/05/12	MTWTF--	1	\$5,000.00	0.00								
E 11	WKRC	10/30/12	11/05/12	M-F 730p-8p M-F 730p-8p	CM	7:27 PM-8:00 PM	MTWTF--	1:00	1	\$6,000.00	P-1	0.00	NM	1	\$6,000.00
ENT. TONITE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/30/12		11/05/12	11/05/12	MTWTF--	1	\$6,000.00	0.00								
E 12	WKRC	10/30/12	11/05/12	11p M-Su Local 12 News 11p M-Su Local 12 News 11	CM	11:00 PM-11:35 PM	MTWTFSS	1:00	1	\$10,000.00	P-1	0.00	NM	1	\$10,000.00
12 NEWS AT 11P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/30/12		11/05/12	11/05/12	MTWTFSS	1	\$10,000.00	0.00								
E 13	WKRC	10/30/12	11/05/12	Letterman Letterman	CM	11:36 PM-12:36 AM	MTWTF--	1:00	1	\$3,200.00	P-1	0.00	NM	1	\$3,200.00
DAVID LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/30/12		11/05/12	11/05/12	MTWTF--	1	\$3,200.00	0.00								
E 14	WKRC	10/30/12	11/05/12	Late Late Show Late Late Show	CM	12:36 AM-1:36 AM	MTWTF--	1:00	1	\$900.00	P-1	0.00	NM	1	\$900.00
LATE LATE SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/30/12		11/05/12	11/05/12	MTWTF--	1	\$900.00	0.00								
E 15	WKRC	11/03/12	11/03/12	11:35 PM-12:05 AM	CM	11:35 PM-12:05 AM	XI-----S-	1:00	1	\$700.00	P-3	0.00	NM	1	\$700.00

